

# PRESS KIT

**CURRENT AS OF 09/2022** 



# **QUICK FACTS**



### NYC FERRY IS THE CITY'S NEWEST TRANSPORTATION SYSTEM CONNECTING MANHATTAN, QUEENS, BROOKLYN, THE BRONX AND STATEN ISLAND.

The service provides critical transportation links for areas under-served by transit and connects them to job centers, schools and numerous attractions in and around New York City. With its spacious, ultramodern vessels and scenic routes, NYC Ferry is the best way to commute and explore.

- Combined, the routes cover over 60 miles of waterway
- The ticket price is \$4.00 with free transfers between routes
- A 10-Trip Pass for \$27.50; \$2.75 per trip purchased in the 10 Trip Pass. A rider who purchases the Ten Trip Pass will receive ten individual tickets.
- NYC Ferry Discount program offering a reduced fare \$1.35 One-Way Ticket. The following participants shall be eligible for the program
  - Senior Citizens, aged 65 and older
  - Persons with disabilities
  - Current participants in the Fair Fares NYC program
- Operates 365 days per year
- Fleet consists of 150-passenger and 350-passenger vessels

- All vessels are ADA and NYC Local Law 68 2005 compliant
- In 2011, the NYC Economic Development Corporation (NYCEDC) launched East River Ferry as a pilot service. It saw incredible success meeting the three-year goal of 1.2 million riders in just 14 months.
- In March 2015, NYCEDC put out a bid for proposal for a citywide ferry operator.
- In March of 2016, Hornblower won the citywide ferry bid and was awarded a contract to operate NYC Ferry.
- On May 1, 2017, NYC Ferry launched with two routes later completing the first phase of development in August 2017 with four active routes connecting Manhattan, Brooklyn, Queens and the Bronx.
- During its first seven months of service, NYC Ferry carried over 3 million riders in 2017 approximately 33% higher ridership than anticipated.
- By July 2018, NYC Ferry served 5 million riders, exceeding the 4.6 million ridership expectation 2 years early. A month later the system launched 2 new routes, completing the second phase of development.
- Prior to the COVID-19 pandemic, NYC Ferry ridership was more than 6 million per year and growing. Now, as the pandemic continues to evolve and many people continue to work from home, NYC Ferry continues to see the strongest return in ridership in comparison to any other form of public transit.communities.



# **QUICK FACTS**



### **TICKETS**

#### Passengers are required to present a ticket prior to boarding.

Adult One-Way	\$4.00
10-Trip Pass	\$27.50
Children under 44"	free
In-service transfers	free
No refunds. Metro Cards not accepted.	

### **HOURS OF OPERATION**

*Seniors	.\$1.35
*Fair Fares NYC	.\$1.35
*Persons with disabilities	.\$1.35

\*You must submit an application online, in person, or by mail to enroll in the Ferry Discount Program. Please allow thirty (30) days for application processing. You must also meet the below eligibility requirements.

#### **Every Day**

6:30AM - 10:30PM Varies By Route

### **3 EASY WAYS TO BUY**

Tickets can be purchased on the NYC Ferry App, at Ticket Vending Machines located on NYC Ferry landings, and at ferry.nyc\*





### **2022 SYSTEM EXPANSION**



# NYC FERRY SERVICE TO EXPAND TO CONEY ISLAND

The City of New York is expanding NYC Ferry service to serve more waterfront communities where neighborhoods are growing and job centers are burgeoning.

The commuter ferry service will include a new route from Coney Island to Lower Manhattan, and changes to the South Brooklyn route.

The service expansion will include:

- Launch of the Coney Island Route in 2022: Coney Island, Bay Ridge, Wall Street/Pier 11
- With the launch of the Coney Island route, changes to the South Brooklyn route: Corlears Hook > DUMBO/Fulton Ferry > Wall Street/ Pier 11 > Atlantic Ave/BBP-Pier 6 > Red Hook/Atlantic Basin > Governors Island/Yankee Pier
- Community engagement includes extensives meetings with elected officials, community boards, residents and small businesses.

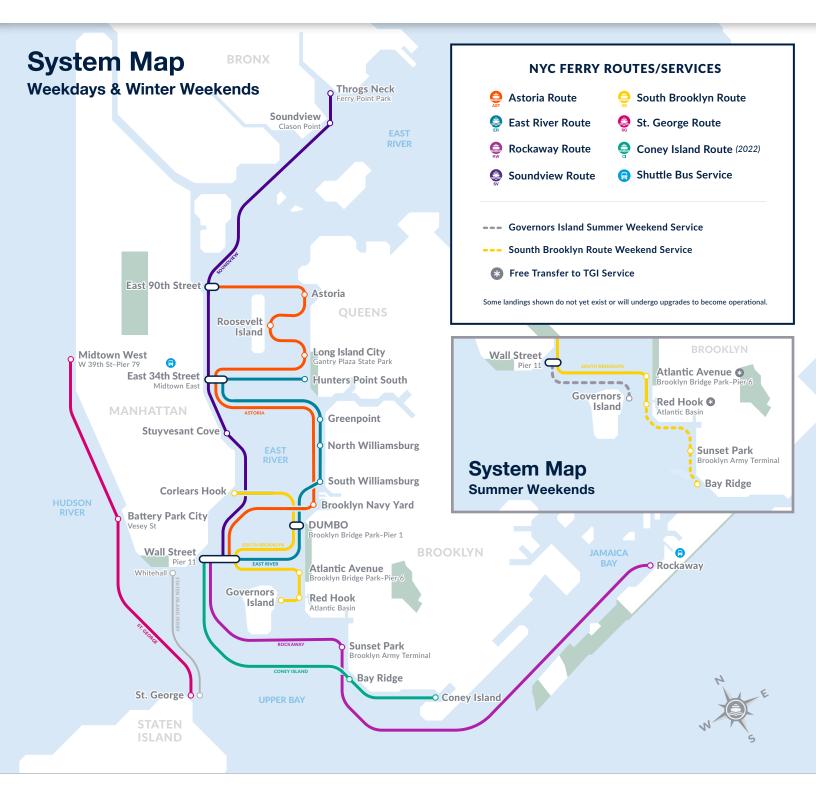




f 🍠 🖸 @NYCFERRY | FERRY.NYC



# **2022 EXPANSION MAP**



**2022**Coney Island Route Launch

🤤 2022

With the launch of the Coney Island route, changes to the **South Brooklyn route**: Corlears Hook > DUMBO/Fulton Ferry > Wall Street/Pier 11 > Atlantic Ave/BBP-Pier 6 > Red Hook/Atlantic Basin > Governors Island/Yankee Pier



# **NYC FERRY ROUTES**



43 minutes travel time end-to-end (Travel times are approximate and subject to change)



Landing Locations Wall Street / Pier 11 Gouverneur Ln at South St, Manhattan

DUMBO / Brooklyn Bridge Park - Pier 1 Old Fulton St & Furman St, Brooklyn

South Williamsburg S 10th St & Kent Ave, Brooklyn

North Williamsburg N 6th St & Kent Ave, Brooklyn

Greenpoint 10 India St, Brooklyn

Hunters Point South 54th Ave & Center Blvd, Queens

East 34th Street E 35th St & FDR Dr, Manhattan



57 minutes travel time end-to-end (Travel times are approximate and subject to change)



Landing Locations Wall Street / Pier 11 Gouverneur Ln & South St, Manhattan

Sunset Park / Brooklyn Army Terminal 58th St & 1St Ave, Brooklyn

Rockaway B 108th St & Beach Channel Dr, Queens



#### 63 minutes travel time end-to-end (Travel times are approximate and subject to change)



Landing Locations Corlears Hook Grand St & FDR Dr, Manhattan

DUMBO/Fulton Ferry Old Fulton St & Furman St, Brooklyn

Wall Street / Pier 11 Gouverneur Ln & South St, FDR Dr, Manhattan

Atlantic Avenue / Brooklyn Bridge Park - Pier 6 Bridge Park Dr & Atlantic Ave, Brooklyn

Red Hook / Atlantic Basin Canover St & Pioneer St, Brooklyn

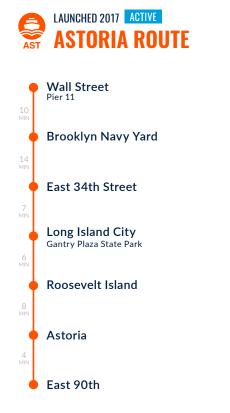
Governors Island Hay Road, New York (Governors Island Ferry)

Sunset Park / Brooklyn Army Terminal 58th St & 1st Ave, Brooklyn

Bay Ridge Shore Rd & Bay Ridge Ave



# **NYC FERRY ROUTES**



49 minutes travel time end-to-end (Travel times are approximate and subject to change)



#### Landing Locations

Wall Street / Pier 11 Gouverneur Ln & South St, Manhattan

Brooklyn Navy Yard 141 Flushing Avenue, Brooklyn

East 34th Street E 35th St & FDR Dr, Manhattan

Long Island City / Gantry Plaza State Park 48th Ave & Center Blvd, Queens

Roosevelt Island 899 E Main St, Manhattan

Astoria 30th Rd & Vernon Blvd, Queens

East 90th Street E. 90th Street and F.D.R. Drive, Manhattan



56 minutes travel time end-to-end (Travel times are approximate and subject to change)



#### Landing Locations

Wall Street / Pier 11 Gouverneur Ln & South St, Manhattan

Stuyvesant Cove E20th Street at F.D.R Drive

East 34th Street E 35th St & FDR Dr, Manhattan

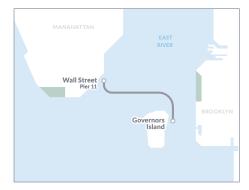
East 90th Street E 90th St & FDR Dr, Manhattan

Soundview Sound View Ave at Clason Point, Bronx

Throgs Neck (Ferry Point Park) Ferry Point Park, Bronx



8 minutes travel time end-to-end (Travel times are approximate and subject to change)

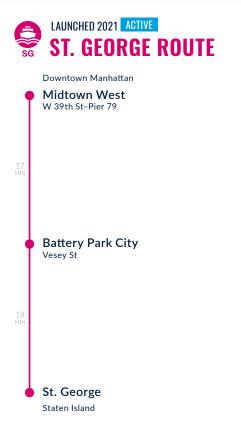


#### Landing Locations

Wall Street / Pier 11 Gouverneur Ln & South St, Manhattan

Governors Island Carder Rd & Kimmel Rd, Manhattan





35 minutes travel time end-to-end (Travel times are approximate and subject to change)

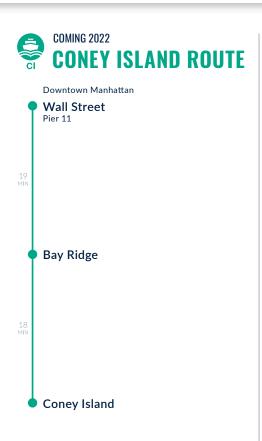


#### Landing Locations

Midtown West / W 39th St-Pier 79 12th Ave, Manhattan

Battery Park City Vesey St Battery Park/Vesey St, Manhattan

St. George 1 Bay St, Staten Island



37 minutes travel time end-to-end (Travel times are approximate and subject to change)



#### Landing Locations

Wall Street / Pier 11 Gouverneur Ln & South St, Manhattan

Bay Ridge Shore Rd & Bay Ridge Ave

Coney Island



# **150 PASSENGER VESSELS**





Primarily Built out of Aluminum Which is safe & lightweight increasing fuel efficiency



Innovative Hull Design To limit wake, providing a more gentle ride



**150-PASSENGER VESSELS** 



Climate Controlled Interior



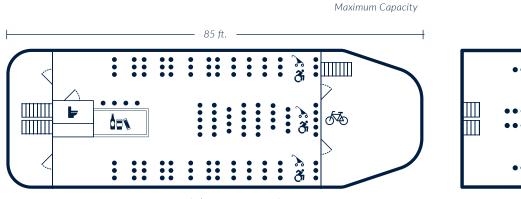
ADA Accessible and Compliant Local Law 68/2005

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### CURRENT TOTAL VESSELS 23 150 PASSENGER

**38** TOTAL FLEET







(15) 150-passenger vessels are equipped with (2) 6-cylinder engines to operate throughout the East River

Upper Deck | 28 Seats Outside



(3) 150-passenger vessels are equipped with (2) 12-cylinder engines – allowing more power to travel through Jamaica Bay



# **350 PASSENGER VESSELS**





Primarily Built out of Aluminum Which is safe & lightweight increasing fuel efficiency



Innovative Hull Design To limit wake, providing a more gentle ride





Climate Controlled Interior

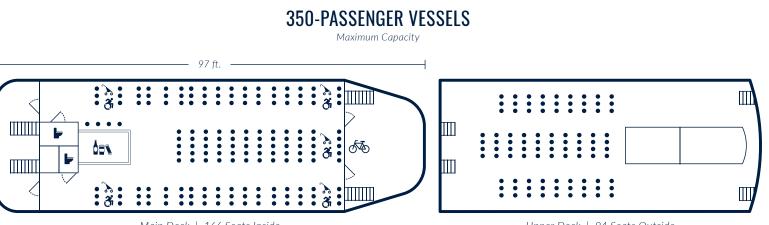


ADA Accessible and Compliant Local Law 68/2005



### CURRENT TOTAL VESSELS

**15** 350 PASSENGER **38** TOTAL FLEET



Main Deck | 166 Seats Inside

Upper Deck | 94 Seats Outside



All 350-passenger vessels are equipped with (2) 12-cylinder engines



# **COMFORTS & CONVENIENCES**



### **NYC FERRY APP**



### **ON BOARD AMENITIES**







Stroller Space



**Table Space** 

Power

Outlets





Concessions

ADA Accessible



Restrooms



Baby Changing Stations



# **SNACK BAR CONCESSIONS**



### NYC FERRY'S CONCESSION STAND HAS A WHOLE NEW LOOK. INTRODUCING — THE SNACK BAR.

Onboard concessions from The Snack Bar offer contactless purchasing of your favorite bites, from chips and candy to healthier options like nuts and dried fruit. Beverage options include White Claw Hard Seltzer, Cutwater Vodka Mules, local craft beer from the Bronx Brewery and Brooklyn Brewery, and other domestic and imported beers. Please drink responsibly.

Convenience is everything, so NYC Ferry riders can place their order through our contactless ordering system by scanning the QR code on the back of each seat. Once an order is ready, riders receive a notification that the order is ready to be picked up at The Snack Bar.



# NYC FERRY APP



### The NYC Ferry App provides riders with everything they need to know for a smooth ride.

Learn more at ferryapp.nyc

**App Store** 

Commuting made comfortable with NYC Ferry. Come see just how easy (and enjoyable) your journey can be.

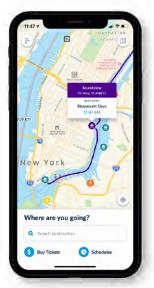
Help NYC "go green" with paperless ticketing! Buy and use tickets directly from your phone. Take the stress out of your commute with live scheduling and real-time updates.

Get ready for an adventure! Explore NYC with our end-to-end trip planner.

Stay ahead of the game with push notifications for the routes that matter to YOU.

NYC Ferry (operated by Hornblower) proudly serves New Yorkers in Manhattan, Brooklyn, Queens, Staten Island, and The Bronx along the East River and Hudson River. Our state-ofthe-art vessels offer you a better commuting experience.



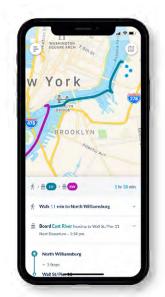


Mobile Ticketing

Live Ferry Map

East 34th Street	50
East River) (Soundview) (Astocia)	
fue 10/13/20	白
Soundview	10 min
On Time + 1.19 pm	
Wall St/Pier 11 On Time - 1:20 pm	11 mia
Wall St./Pier 11	21 min
D East 90th St	32 min
out more that have	
Wall St./Pier 11	32 min
OU HING CLAIDIN	
🖸 Wall St./Pier 11	41 min
On Time + 1:50 pm	
Soundview	2:14 pm
Scheduled	and a phil
S Wall St./Pier 11	2:20 pm
Scheduled	2.20 pm
Wall St./Pier 11	2.25
Scheduled	2:25 pm
East 90th St	2:37 m

**Real-Time Schedules** 



Trip Planner





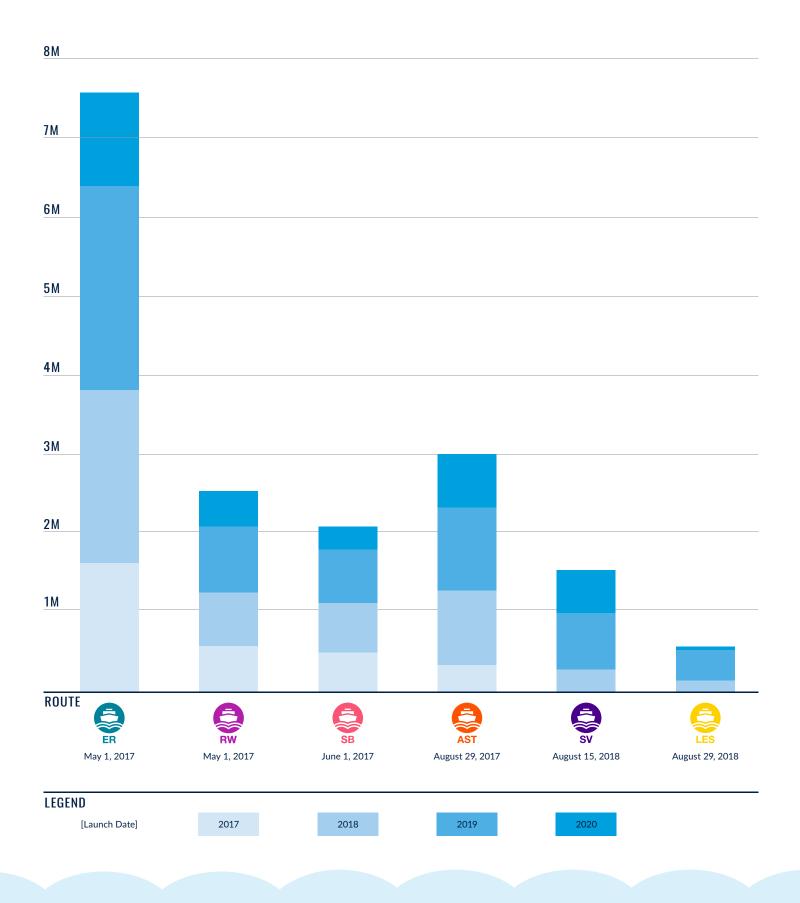














# **RESPECT OUR PLANET**





### **CORPORATE MISSION STATEMENT**

At NYC Ferry Operated by Hornblower, we are committed to respecting our crew, our riders and the natural environment. Through our Respect Management System, an integration of our environmental, health & safety and quality management systems, we strive to serve you better and leave the planet a better place than when we began.



### ENVIRONMENT

We RESPECT OUR PLANET and will protect and conserve the natural resources and ecosystems on which our business depends. We are committed to preventing pollution, reducing waste, conserving water and energy, and educating our riders and crew on environmental stewardship. We will seek opportunities to innovate and partner with stakeholders that support our commitment to the environment as well as vendors with green procurement standards and packaging.



### HEALTH AND SAFETY

We RESPECT our crew and riders because their health and safety is our first priority. We expect every member of our crew to perform their tasks with a "safety first" attitude. We provide safe, healthy facilities and services for the enjoyment of our riders and a healthy, safe work environment for all crew. We provide crew training and resources to ensure that safety is never compromised in our work activities.

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#### QUALITY

We RESPECT our riders because we want them to be 100% satisfied 100% of the time. Since our business success relies upon rider satisfaction, we dedicate ourselves to creating amazing experiences for our riders in all business practices. We will ask for crew and rider feedback, as a result, we shall take prompt action to resolve issues.



#### **CONTINUAL IMPROVEMENT**

We will truly RESPECT OUR PLANET by incorporating best management practices into our operations and seek to continuously improve in our management approach. We will continually improve our Respect Management System to enhance environmental, health & safety and quality performance. In doing so, we will also RESPECT our business and the livelihoods of our crew and Stakeholders by ensuring the continued economic success of our company.

We RESPECT all applicable laws, regulations and industry standards under which we operate and, as an ethical and socially responsible company, we are committed to full compliance with these requirements. We will verify our compliance and performance through third-party audits and will promptly correct shortcomings.

Cameron Clark Senior Vice President

Terry MacRae <sub>CEO</sub>



## **INTERNATIONAL ORGANIZATION FOR STANDARDIZATION**







### ISO 45001

Occupational Health and Safety Assessment Series This standard confirms demonstrably sound occupational health and safety performance within general contracting, engineering, and operations.

NYC Ferry has an integrated environment, health and safety quality management system that is the basis of our operations and management philosophy. ISO Standards include, Environmental Management System Standard, Occupational Health and Safety Management System and Quality Management System Standard.

ISO certification recognizes NYC Ferry's commitment to continual improvement. Our management system focuses on meeting the health & safety, environment and quality standards that have been developed through the ISO committee comprised of the international public and private sectors.



### 🖉 ISO 14001

This standard defines criteria for an Environmental Management System. It verifies that environ-mental impact is being measured and improved. We are focused on improving resource efficiency, reducing waste, and reducing costs. With this standard, we are able to meet our environmental and economic goals.



### ★ ISO 9001

This standard is based on a number of quality management principles including a strong customer focus, the motivation and implication of top management, the process approach and continual improvement. Using ISO 9001 helps ensure that customers get consistent, good quality products and services, which in turn brings many business benefits.













### **1980 HORNBLOWER**

Terry MacRae acquired Hornblower Coach Tours in 1980. At the time, the two-yacht company was based in Berkeley, California. Hornblower's early efforts focused on private group charters but the company also committed to future growth by signing a long-term facility lease in the Berkeley Marina.

#### **1992 HORNBLOWER CRUISES AND EVENTS**

MacRae became the sole owner of Hornblower in 1992. He renamed the company as Hornblower Cruises & Events to more accurately reflect the variety of unparalleled experiences on the water; including dining cruises, whale-watching cruises, sightseeing cruises, corporate events and weddings.

Hornblower Cruises & Events presently operates in San Francisco, Sacramento, Marina Del Rey, Newport Beach, San Diego and New York.

#### **1994 HORNBLOWER MARITIME SERVICES**

Hornblower Maritime Services was created specially to help government agencies explore, establish and manage ferry transportation systems. HMS provides operation management and solutions for clients of all sizes and needs through its' four divisions: HMS Ferries, Seaward Services, HMS Consulting & Technical and American Queen Steamboat Company.

Currently there are operations in many US and foreign locations including; California, Washington, Florida, Delaware, Connecticut, Oklahoma, Trinidad, Tobago, and Okinawa.

### 2006 HORNBLOWER ALCATRAZ CRUISES

Alcatraz Cruises was awarded a U.S. National Park Service concession for the exclusive operation of boat tours to the infamous Alcatraz Island, California. Operating year-round, each excursion is accompanied by an award-winning audio tour of the Cellhouse and a dramatic retelling of the most famous Alcatraz escape attempts. Guests of Alcatraz Cruises also have the luxury of sightseeing aboard the Hornblower Hybrid – the first hybrid vessel in the United States. The 64-meter-long catamaran runs entirely on a combination of solar power, wind power, and low-emission diesel fuel.







### 2008 STATUE CRUISES

Shortly after the launch of Alcatraz Cruises, Hornblower was awarded a second U.S. National Park Service award and took over the exclusive ferry service to the Statue of Liberty National Monument & Ellis Island Memorial Museum in New York. Statue Cruises provides transportation to Liberty and Ellis Island from The Battery in New York and Liberty State Park in New Jersey. Visitors are offered the amazing experience of traveling back in time to Ellis Island.

### 2009 LIBERTY LANDING FERRY

Liberty Landing Ferry began operating ferries from New Jersey to New York City. It is a point to- point passenger ferry service in the New York Harbor providing transportation across the Hudson River. It is a fast and affordable alternative across the Hudson, connecting residents of New Jersey with Manhattan.

### 2012 HORNBLOWER CRUISES AND EVENTS NEW YORK

HCENY began delivering premier dining cruises and private event charters out of Pier 40 in the West Village. Due to its increasing popularity and widespread demand, in March 2014, HCENY expanded to Pier 15 at the South Street Seaport, where it hosts happy hour and nighttime entertainment cruises, as well as daily New York sightseeing tours.

### 2014 HORNBLOWER NIAGARA CRUISES

Hornblower Niagara Cruises won a highly competitive bidding process and was awarded the exclusive Canadian contract by the Niagara Parks Commission to exclusively operate boat tours to the Falls. Providing iconic daytime boat tours and evening "Firework and Illumination" cruises, Hornblower Niagara Cruises offers guests a whole new way to experience Niagara Falls.

### 2016 NYC FERRY OPERATED BY HORNBLOWER

Hornblower was awarded by the New York City Economic Development Corporation the exclusive NYC Ferry contract. Hornblower connected the 5 boroughs of New York City via waterway for the first time in nearly 100 years, changing the lives of millions of New Yorkers.



# **HISTORY OF HORNBLOWER**





### 2020 CITY EXPERIENCES

City Experiences represents Hornblower Group's expansive portfolio of water- and land-based experience companies and includes two sub-brands: City Cruises and City Ferry. City Cruises companies operate dining, sightseeing and private events across 22 destinations in the U.S., Canada and the UK. City Cruises companies also operate cruises on behalf of the National Park Service and the Niagara Parks Commission and currently hold service contracts to provide ferry service to the Statue of Liberty National Monument and the Ellis Island National Museum of Immigration, Alcatraz Island and Niagara Falls. City Ferry companies offer specialized knowledge and expertise required to transport passengers, vehicles and other cargo safely across inland and coastal waterways, serving as operator of NYC Ferry and Puerto Rico ferry system, among others. City Experiences represents a diverse portfolio of experiences in major travel destinations worldwide and includes more than 25 brands, offering locals and tourists alike a broad range of global experiences.

#### 2020 PUERTO RICO FERRY

City Experiences begins the transition process for the operation and maintenance of Puerto Rico's maritime transportation systems. The ferry system in Puerto Rico includes service between Cataño and San Juan and between Ceiba, Vieques and Culebra.



### **COMPLETELY CONTACTLESS TICKETING & BOARDING**



### NYC Ferry mobile and print tickets provide riders with a completely contactless boarding process.

#### Learn more at ferryapp.nyc

NYC Ferry riders are used to comfortable commuting and incredible views. Now, riders can enjoy a contactless ticketing and boarding process, too. To board, riders simply show their ticket the deckhand with the QR code facing up. You can purchase one from the NYC Ferry app, available for iPhone and Android, OR from the ticket vending with cash, credit, debit, or commuter transit card. All tickets are valid for 120-minutes and allow you to transfer to any other NYC Ferry route within the allotted timeframe. If you are using a paper ticket, keep it! Your paper ticket will become your transfer should you need it.

This contactless ticketing validation program helps NYC Ferry make our boarding process more efficient, offers a completely contactless interaction, and gives NYC Ferry planners more insight into commuter patterns to help better schedule ferry routes.





### **VIA & REVEL PARTNERSHIPS**

Through in-app integrations with Via and Revel, NYC Ferry riders can access first and lastmile transit solutions and route planning within the NYC Ferry app, ensuring rider access to a multi-modal commute that meets their needs when traveling throughout New York City.

